

App Development

WHY MOBILE?

“We are at the beginning of a new wireless era where smartphones will become the new standard devices to connect with friends, the internet and the world at large”

-Nielsen Media Research

- 7% of web traffic in the US is non-computer based (2011)*
- By 2015 80% of people accessing the Internet will do so from a mobile device**

*Internet Retailer: <http://www.internetretailer.com/2011/06/23/7-web-traffic-comes-mobile-tablets-and-consoles>

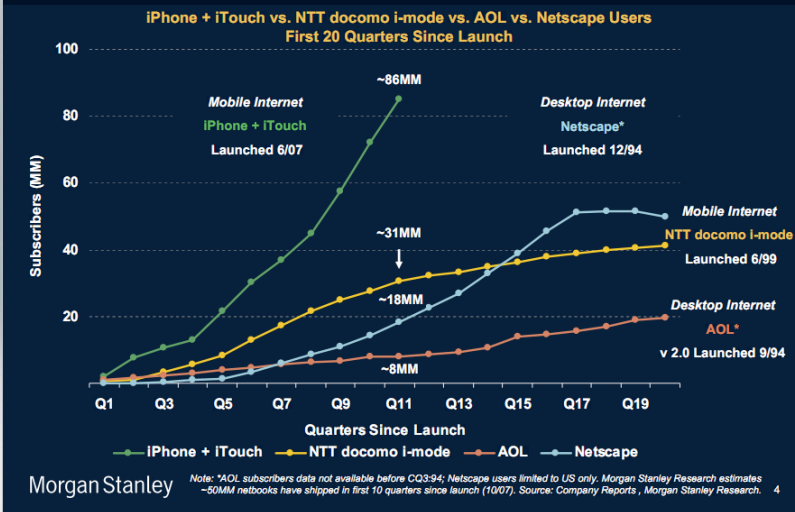
** <http://www.ericsson.com/jm/news/1430616>

"The enormous growth in the mobile industry is much bigger than the explosion of content and services that accompanied the introduction of broadband internet around 10 years ago"

-The Netsize Guide 2010: Mobile Renaissance



Mobile Internet Ramping Faster than Desktop Internet Did – Apple Leading Charge



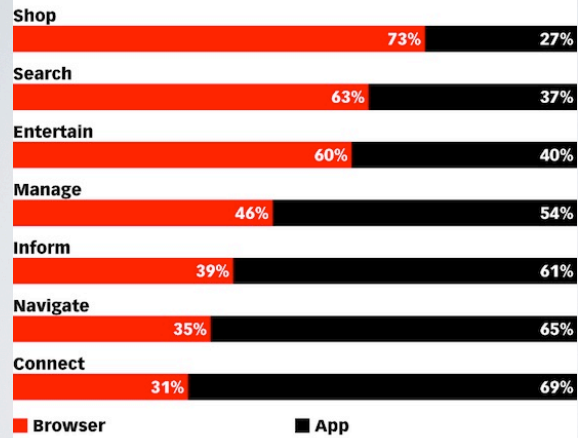
“Native apps trump web apps in user engagement”

-Global Intelligence Alliance



Mobile Internet Tasks for Which US Smartphone Users Use a Mobile App vs. Browser, 2011

% of total



Note: ages 13-54

Source: Yahoo! and Ipsos, "Mobile Modes: How to Connect with Mobile Consumers," Aug 1, 2011

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www.eMarketer.com

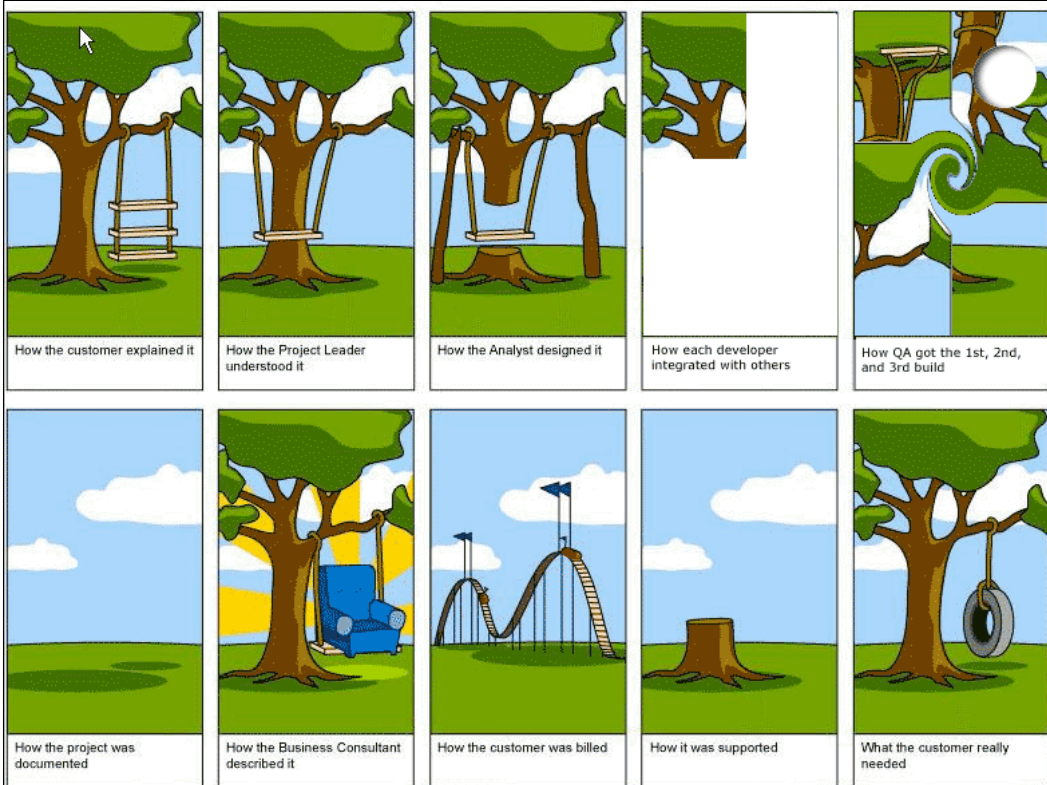
Web is for
research and
browsing,
Apps are for
consumption and
connecting

DNA OF GREAT APPS



Over 500,000 Apps in the App Store at Release of 4S







“Since deploying the TRAC iPhone app, our library has seen a noticeable increase in holds placed by our younger members. The app has definitely enabled us to engage this demographic more effectively”

-Tamara Van Biert,
Stony Plain Public Library



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- Technical Notes
- Technical Q&As



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- WWDC 2011

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Xcode 4

This complete developer toolset for creating Mac, iPhone, and iPad apps includes the Xcode IDE, performance analysis tools, iOS Simulator, and the latest Mac OS X and iOS SDKs.

iOS Developer Program

App Store Review Guidelines

The newly published App Store Review Guidelines are now available.

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App Store Resource Center

Find details on everything from how to prepare for submitting an app to managing an app once it's been posted.

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News and Announcements

Check out this regularly updated section for a range of information including tips on submitting apps, turnaround time for app review, and more.

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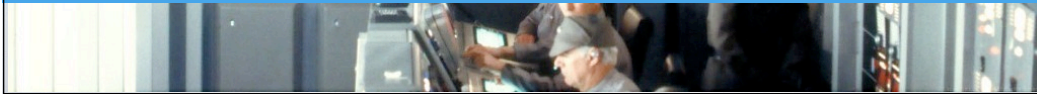

<https://developer.apple.com/devcenter/ios/index.action>

APP DEVELOPERS

- Register as a developer and agree to NDA
- Excellent development tools and documentation
- Apple Interface Guidelines
- Written and video tutorials
- Odd things are missing from the IOS SDK (Base64, low-level HTTP comms)
- Waiting period 2 weeks-ish after submission

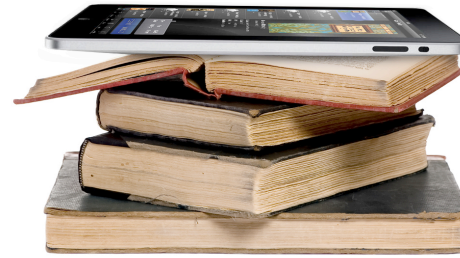


Vendor Selection



HYBRID FORGE

- Web and App development with ILS integration
- We understand the library industry
- iOS Development for nearly 3 years



QUESTIONS



www.hybridforge.com

1-877-66FORGE (663-6743)

info@hybridforge.com

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